

## REMARKS

Applicant respectfully requests reconsideration of the present application in view of the foregoing amendments and in view of the reasons that follow.

Claims 1-6, 11, and 13-16 are requested to be cancelled. Claims 7, 12, and 17-19 are currently being amended. No claims are being added. This amendment changes and deletes claims in this application. A detailed listing of all claims that are, or were, in the application, irrespective of whether the claim(s) remain under examination in the application, is presented, with an appropriate defined status identifier. After amending the claims as set forth above, claims 7-10, 12, and 17-20 are now pending in this application.

The Examiner's determination in the Office Action dated July 27, 2004 that claims 7-10, and 12 constitute allowable subject matter is gratefully acknowledged. Applicant has amended claim 7 and 12 into independent form including all of the limitations of the base claim and any intervening claims. Claims 8-10 depend directly from Claim 7 and incorporate the features thereof. Consequently, claims 7-10 and 12 should now be allowable.

The Office Action dated July 27, 2004 did not address claims 14-20 of the present application. The Examiner's determination in the September 17, 2004 telephone interview with applicant's undersigned attorney that claims 17 and 18 constitute allowable subject matter is also gratefully acknowledged. Claims 17 and 18 have been rewritten into independent form including all of the limitations of the base claim and any intervening claims. Consequently, claims 17 and 18 should now be allowable.

The Examiner's determination in the September 17, 2004 telephone interview that claim 19 would constitute allowable subject matter if amended to include the additional limitation that the information display surface has "an upper end connected to an upper lip and a lower end connected to a lower lip, whereby the collar is adapted to receive a graphic insert" is also gratefully acknowledged. Claim 19 has been rewritten into independent form including all of the limitations of the base claim and any intervening claims, with the above-discussed additional


limitation. Claim 20 depends directly from Claim 19 and incorporates the features thereof. Consequently, claims 19 and 20 should now be allowable.

Applicant believes that the present application should now be in condition for allowance. Favorable reconsideration of the application as amended is respectfully requested.

The Examiner is invited to contact the undersigned by telephone if it is felt that a telephone interview would advance the prosecution of the present application.

The Commissioner is hereby authorized to charge any additional fees which may be required regarding this application under 37 C.F.R. §§ 1.16-1.17, or credit any overpayment, to Deposit Account No. 50-2350. Should no proper payment be enclosed herewith, as by a check being in the wrong amount, unsigned, post-dated, otherwise improper or informal or even entirely missing, the Commissioner is authorized to charge the unpaid amount to Deposit Account No. 50-2350. If any extensions of time are needed for timely acceptance of papers submitted herewith, Applicant hereby petitions for such extension under 37 C.F.R. §1.136 and authorizes payment of any such extensions fees to Deposit Account No. 50-2350.

Respectfully submitted,

By  \_\_\_\_\_

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